IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Wong et al.

Title: PRODUCT SELLING AND

PRICING SYSTEM AND

METHOD

Appl. No.: 10/001,580

Filing Date: 11/1/2001

Examiner: Elisca, Pierre E.

Art Unit: 3621

Confirmation 2720 Number:

AMENDMENT AND REPLY UNDER 37 CFR 1.111

Mail Stop AMENDMENT

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Sir:

This communication is responsive to the Non-Final Office Action dated July 15, 2009, concerning the above-referenced patent application.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this document.

Remarks/Arguments begin on page 6 of this document.

Please amend the application as follows: